



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Contract / Revision 564941 /		Alt Order # 07893607
Product OBAMA/P/D SKED A		
Contract Dates 08/28/12 - 09/03/12		Estimate # //1522
Advertiser Obama/D/President		Original Date / Revision 08/21/12 / 08/21/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/28/12	09/02/12	Let's Make A Deal 9am	9-10am		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$270.00			
2	3	09/03/12	09/03/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
3	3	08/28/12	09/02/12	Price Is Right	11am-12n		:30			NM	7	\$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				7	\$415.00			
4	3	09/03/12	09/03/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
5	3	09/03/12	09/03/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$295.00			
6	3	08/28/12	08/31/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$295.00			
7	3	08/28/12	08/31/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$295.00			
8	3	09/03/12	09/03/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
9	3	09/03/12	09/03/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
10	3	08/28/12	08/31/12	Ellen Degeneres 3pm	3-4pm		:30			NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				10	\$200.00			
11	3	08/28/12	08/31/12	NewsChannel 3 News	5-6am		:30			NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$120.00			
12	3	09/03/12	09/03/12	NewsChannel 3 News	5-6am		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$120.00			
13	3	09/03/12	09/03/12	Newschannel 3 News	6-7am		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$185.00			
14	3	08/28/12	08/31/12	Newschannel 3 News	6-7am		:30			NM	7	\$1,295.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
564941 /	07893607

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	OBAMA/P/D SKED A	//1522

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u>	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		08/27/12	09/02/12	-TWTF--				7	\$185.00			
15	3	08/28/12	08/31/12	CBS This Morning	7-9a		:30			NM	9	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				9	\$140.00			
16	3	09/03/12	09/03/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$140.00			
17	3	09/01/12	09/01/12	Early Show Saturday	9-11am		:30			NM	0	\$0.00
18	3	09/02/12	09/02/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$280.00			
19	3	09/02/12	09/02/12	Face the Nation	1030-11am		:30			NM	1	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$345.00			
20	3	08/28/12	09/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				6	\$200.00			
21	3	09/03/12	09/03/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
22	3	09/03/12	09/03/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
23	3	08/28/12	09/02/12	Newschannel 3 News	5-530pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$330.00			
24	3	08/28/12	09/02/12	Newschannel 3 News	530-6pm		:30			NM	5	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$310.00			
25	3	09/03/12	09/03/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
26	3	09/03/12	09/03/12	Newschannel 3 News	6-630pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$485.00			
27	3	08/28/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$485.00			
28	3	09/01/12	09/01/12	Newschannel 3 News	6-630pm		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$120.00			
29	3	09/02/12	09/02/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$140.00			
30	3	08/28/12	08/31/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$165.00			
31	3	09/03/12	09/03/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$165.00			
32	3	09/03/12	09/03/12	Late News (M-F)	11-1135p		:30			NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$540.00			
33	3	08/28/12	08/31/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$540.00			
34	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----SS				2	\$365.00			
35	3	09/01/12	09/01/12	730-8pm	730-8pm		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$95.00			
36	3	08/28/12	08/28/12	NCIS	8-9pm		:30			NM	2	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$1,470.00			
37	3	08/28/12	08/28/12	Tuesday Prime	10-11pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$980.00			
38	3	08/29/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	0	\$0.00
39	3	08/30/12	08/30/12	Thursday Prime	8-9pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,275.00			
40	3	08/31/12	08/31/12	Friday Prime	10-11pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				2	\$980.00			
41	3	09/01/12	09/01/12	Saturday Prime	8-9pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$395.00			
42	3	09/01/12	09/01/12	Saturday Prime	9-10pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$395.00			
43	3	09/01/12	09/01/12	Saturday Prime	10-11pm		:30			NM	2	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$590.00			
44	3	09/02/12	09/02/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,275.00			
45	3	08/28/12	08/28/12	Tuesday Prime	9-10pm		:30			NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$1,275.00			
46	3	08/28/12	08/28/12	NCIS	8-9pm		:30			NM	1	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,470.00			
47	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----SS				1	\$365.00			
Totals											111	\$41,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	111	\$41,300.00	\$35,105.00
Totals	111	\$41,300.00	\$35,105.00

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